

AMENDMENTS TO THE CLAIMS:

Please amend Claims 1-24, and add new Claims 25-28 as shown below. This listing of claims will replace all prior versions, and listings, of claims in the international application.

1. *(currently amended)* A method for collecting information on an audience of a broadcast media stream, ~~characterized by the method comprising:~~

(302) connecting a radio telecommunication system and a broadcast system to perform a media system,

(304) broadcasting a media stream on at least one broadcast channel of the broadcast system,

(306) transmitting parallel information on at least one parallel channel which parallel information is associated and synchronized with the media stream of at least one broadcast channel,

(308) connecting the audience to the media system as passive users or active users, the active users receiving the parallel information and the passive users not receiving the parallel information,

(310) collecting information on the audience connected to the media system, the information being on active users and[[/or]] passive users, and

(312) processing the collected information in a predetermined way.

2. *(currently amended)* The method of claim 1, ~~characterized by wherein~~ the audience ~~having~~ has an interactive connection to the media stream system via an interactive menu shown on the screen of a user terminal.

3. *(currently amended)* The method of claim 1, ~~characterized by collecting wherein~~ the information on the audience is collected in a memory.

4. *(currently amended)* The method of claim 1, ~~characterized by wherein~~ the collected information ~~being~~ is shown on the screen of a user terminal and/or a broadcaster's terminal.

5. *(currently amended)* The method of ~~any preceding claim, characterized by claim~~ 1, wherein templates for the interactive menu or showing the collected information ~~being are~~ ready-made, stored in a user terminal and being modified according to the parallel information.

6. *(currently amended)* The method of ~~any preceding claim, characterized by claim~~ 1, wherein templates for the visual menu or for displaying of the compiled information ~~being are~~ transmitted as parallel information.

7. *(currently amended)* The method of claim 1, ~~characterized by collecting wherein~~ the information on the active users is collected by using an interactive menu on the screen of a user terminal comprising options to be selected and by using the parallel channel as a feedback channel for transmitting the user selections.

8. *(currently amended)* The method of claim 1, ~~characterized by wherein~~ the parallel information ~~being is~~ transmitted as a packet transmission.

9. *(currently amended)* The method of claim 1, ~~characterized by collecting wherein~~ location information on the audience is collected.

10. *(currently amended)* The method of claim 1, ~~characterized by using wherein~~ the collected information is used for searching for at least one of the good times, geographical areas and/or modes for advertising.

11. *(currently amended)* A media system for collecting information on the audience of a broadcast media stream, ~~characterized by the media system~~ comprising:

means ~~(200)~~ for broadcasting a media stream on at least one broadcast channel of the broadcast system, the broadcast system being part of the media system,

means ~~(104, 112, 202)~~ for transmitting parallel information on at least one parallel channel which parallel information is associated and synchronized with the media stream of at least one broadcasting channel using a radio telecommunication system of the media system,

means ~~(104, 110, 112, 202)~~ for connecting the audience to the media system as passive users or active users, the active users receiving the parallel information and the passive users not receiving the parallel information,

means ~~(104, 110, 112, 202)~~ for collecting information on the audience connected to the media system, the information relating to active users and ~~and~~ passive users, and

means ~~(112, 202)~~ for processing the collected information in a predetermined way.

12. *(currently amended)* The system of claim ~~1127~~, ~~characterized by~~ further comprising an interactive menu shown on the screen of a user terminal ~~(110)~~ for connecting the audience via an interactive connection to the media stream system.

13. *(currently amended)* The media system of claim ~~1127~~, ~~characterized by~~ further comprising means ~~(420)~~ for collecting the information on the audience in a memory.

14. *(currently amended)* The media system of claim ~~1127~~, ~~characterized by~~ further comprising means ~~(104, 110, 112, 200, 202)~~ for showing the collected information on the screen of a user terminal ~~and/or~~ of a broadcaster's terminal.

15. *(currently amended)* The media system of claim ~~1127~~, ~~characterized by~~ further comprising means ~~(104, 110, 112, 200, 202)~~ for storing ready-made templates for the interactive menu or showing the collected information and modifying them according to the parallel information.

16. *(currently amended)* The media system of claim ~~1127~~, ~~characterized by~~ further comprising means ~~(104, 112, 200, 202)~~ for transmitting the templates for the visual menu or showing the collected information as parallel information.

17. *(currently amended)* The media system of claim ~~1127~~, ~~e-h-a-r-a-c-t-e-r-i-z-e-d~~ by further comprising means ~~(104, 110, 112, 200, 202)~~ for collecting information on active users by using an interactive menu on the screen of a user terminal comprising options to be selected and by using the parallel channel as a feedback channel for transmitting the user selections.

18. *(currently amended)* The media system of claim ~~1127~~, ~~e-h-a-r-a-c-t-e-r-i-z-e-d~~ by further comprising means ~~(104, 110, 112, 200, 202)~~ for transmitting the parallel information as a packet transmission.

19. *(currently amended)* The media system of claim ~~1127~~, ~~e-h-a-r-a-c-t-e-r-i-z-e-d~~ by further comprising means ~~(104, 110, 112)~~ for collecting location information on the audience.

20. *(currently amended)* A user terminal for collecting information on an audience of a media stream broadcast by a media system ~~e-h-a-r-a-c-t-e-r-i-z-e-d~~ by the user terminal comprising:

means ~~(500, 506, 508, 514, 516, 520, 522, 524, 526, 528)~~ for receiving parallel information on at least one parallel channel which parallel information is associated and synchronized with the media stream of at least one broadcast channel of the broadcast system, the broadcast system being a part of the media system,

means ~~(500, 502, 504, 516, 520, 522, 524, 526)~~ for connecting the audience to the media system as passive users or active users, the active users receiving the parallel information and the passive users not receiving the parallel information,

means ~~(500, 502, 504, 516, 520, 522, 524, 526)~~ for changing a parallel information reception state according to the user's selections,

means ~~(500, 502, 504, 516, 520, 522, 524, 526, 528)~~ for transmitting selections made by active users for collecting information on the audience connected to the media system, and

means ~~(500, 506, 508, 514, 516, 520, 522, 524, 526, 528)~~ for showing the collected information.

21. *(currently amended)* The user terminal of claim 20, ~~e-h-a-r-a-c-t-e-r-i-z-e-d~~ by further comprising means ~~(520)~~ for the audience to have an interactive connection to the media stream system via an interactive menu.

22. *(currently amended)* The user terminal of claim 20, ~~e-h-a-r-a-c-t-e-r-i-z-e-d~~ by further comprising means ~~(520)~~ for active users to make their selections by using a virtual menu on the screen of a user terminal comprising options to be selected.

23. *(currently amended)* The user terminal of claim 20, ~~e-h-a-r-a-c-t-e-r-i-z-e-d~~ by further comprising means ~~(500, 502, 504, 506, 508, 516, 520, 522, 524, 526)~~ for transmitting and receiving parallel information as a packet transmission.

24. *(currently amended)* The user terminal of claim 20, ~~e-h-a-r-a-c-t-e-r-i-z-e-d~~ by further comprising means ~~(500, 502, 504, 506, 508, 516, 520, 522, 524, 526)~~ for collecting information on active users by using an interactive menu on the screen of a user terminal comprising options to be selected and by using the parallel channel for transmitting the user selections.

25. *(new)* A method for collecting information on an audience of a broadcast media stream, the method comprising:

connecting a radio telecommunication system and a broadcast system to perform a media system ,

broadcasting a media stream on at least one broadcast channel of the broadcast system,

transmitting parallel information on at least one parallel channel which parallel information is associated and synchronized with the media stream of at least one broadcast channel,

connecting the audience to the media system as passive users or active users, the active users receiving the parallel information and the passive users not receiving the parallel information,

collecting information on the audience connected to the media system, the information being on active users or passive users, and
processing the collected information in a predetermined way.

26. *(new)* The method of claim 1, wherein the collected information is shown on the screen of a user terminal or a broadcaster's terminal.

27. *(new)* A media system for collecting information on the audience of a broadcast media stream, the media system comprising:

means for broadcasting a media stream on at least one broadcast channel of the broadcast system, the broadcast system being part of the media system,

means for transmitting parallel information on at least one parallel channel which parallel information is associated and synchronized with the media stream of at least one broadcasting channel using a radio telecommunication system of the media system,

means for connecting the audience to the media system as passive users or active users, the active users receiving the parallel information and the passive users not receiving the parallel information,

means for collecting information on the audience connected to the media system, the information relating to active users or passive users, and

means for processing the collected information in a predetermined way.

28. *(new)* The media system of claim 27, further comprising means for showing the collected information on the screen of a user terminal or of a broadcaster's terminal.